

SIR GEORGE WILLIAMS UNIVERSITY

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

"NEW APPROACHES TO PROFITABLE RETAIL MANAGEMENT" SEMINAR
OPENS ACRA ANNUAL CONFERENCE IN MONTREAL APRIL 20.

Five leading educators will address a one-day retail management seminar on "New Approaches to Profitable Retail Management" in Montreal April 20th.

The Seminar, co-sponsored by the Quebec Division of the Retail Council of Canada and the Marketing Division of the Faculty of Commerce of Sir George Williams University, will be held in SGWU's new Henry F. Hall Building - Montreal's one-building campus. It will be the opening event of the American Collegiate Retailing Association's annual conference being held in the Queen Elizabeth Hotel April 21st and 22nd.

Co-chairmen of the Seminar are Assistant Professor of Commerce Harold Shaffer, Director of Sir George Williams University's School of Retailing, and Dr. Bruce Mallen, Associate Professor and Chairman of SGWU's Marketing Department. They have announced that five outstanding American educators in the field of retailing will speak at the "New Approaches to Profitable Retail Management" seminar.

Dr. John W. Wingate, Chairman, Department of Marketing, Bernard M. Baruch School of Business and Public Administration, The City College of the City University of New York, will speak on "Change: The First Law of Retail Survival and Growth". A teacher in retailing for over forty years, Dr. Wingate was founder and first editor of the Journal of Retailing and founder and editor of The New York Retailer. Among his greatest contributions to retailing was his pioneering effort in the 1920's and 30's when retailing's first body of literature began to emerge. His early books on buying and merchandising have gone through many editions and remain the definitive works in their field.

Bernard W. Smith, Associate Professor of Retail Management, Institute of Retail Management, New York University, will address the Seminar on "Creative Thinking in Retailing". Professor Smith, co-author of Principles of Advertising, has written extensively for leading trade publications.

Edwina B. Hogadone, Dean of the College of Business and Director, School of Retailing, Rochester Institute of Technology, will speak on "Profits in People". Dean Hogadone has had several years' experience in personnel supervision and merchandising at the department store level, as well as over thirty years as teacher. She is a member of Governor Rockefeller's Committee on Guidance Centers for Women in New York State.

Dr. Charles M. Edwards, Jr., Dean, Institute of Retail Management, New York University, will talk on "How to Produce Advertising that Produces Sales". Dr. Edwards has been consultant to several leading retailing and manufacturing organizations including Macy's New York, Abraham & Straus, Inc., Brooklyn and Bloomingdale Bros., Inc., New York. He is Chairman of the Editorial Board of the Journal of Retailing.

Dr. Woodrow W. Baldwin, Professor of Business and Chairman, Department of Business Administration, Simmons College, Boston, will speak on "Education for Retailing". Dr. Baldwin's professional fields of primary interest are office management, communications, and business education. A contributor of numerous articles to professional magazines, Dr. Baldwin is also probably the outstanding authority on Boston restaurants, having written Boston Dines Out under the pseudonym of Woody Hub.

Gunther Brink, Dean of Sir George Williams University's Faculty of Commerce, will act as Chairman of the Seminar luncheon. G.S. Barrow, President of the Retail Council of Canada, Chairman of the Board Simpson-Sears Ltd., will introduce the luncheon guest speaker Dr. Baldwin.

Co-chairman Professor Harold Shaffer of SGWU anticipates that the "New Approaches to Profitable Retail Management" seminar will mark "an important breakthrough in Canada's progress toward retail education".

Tickets for the Seminar, \$12.00 - luncheon included, are available through J.-P. Ménard, Quebec Resident Manager of the Retail Council of Canada, 31 St. James Street W., Montréal; telephone 844-3041.

From the office of: Malcolm Stone,
Information Officer.

NOTE: You are cordially invited to cover the Seminar. For any further information, please contact Mr. J.-P. Ménard at 844-3041.